

Fig. 1

PRIOR ART

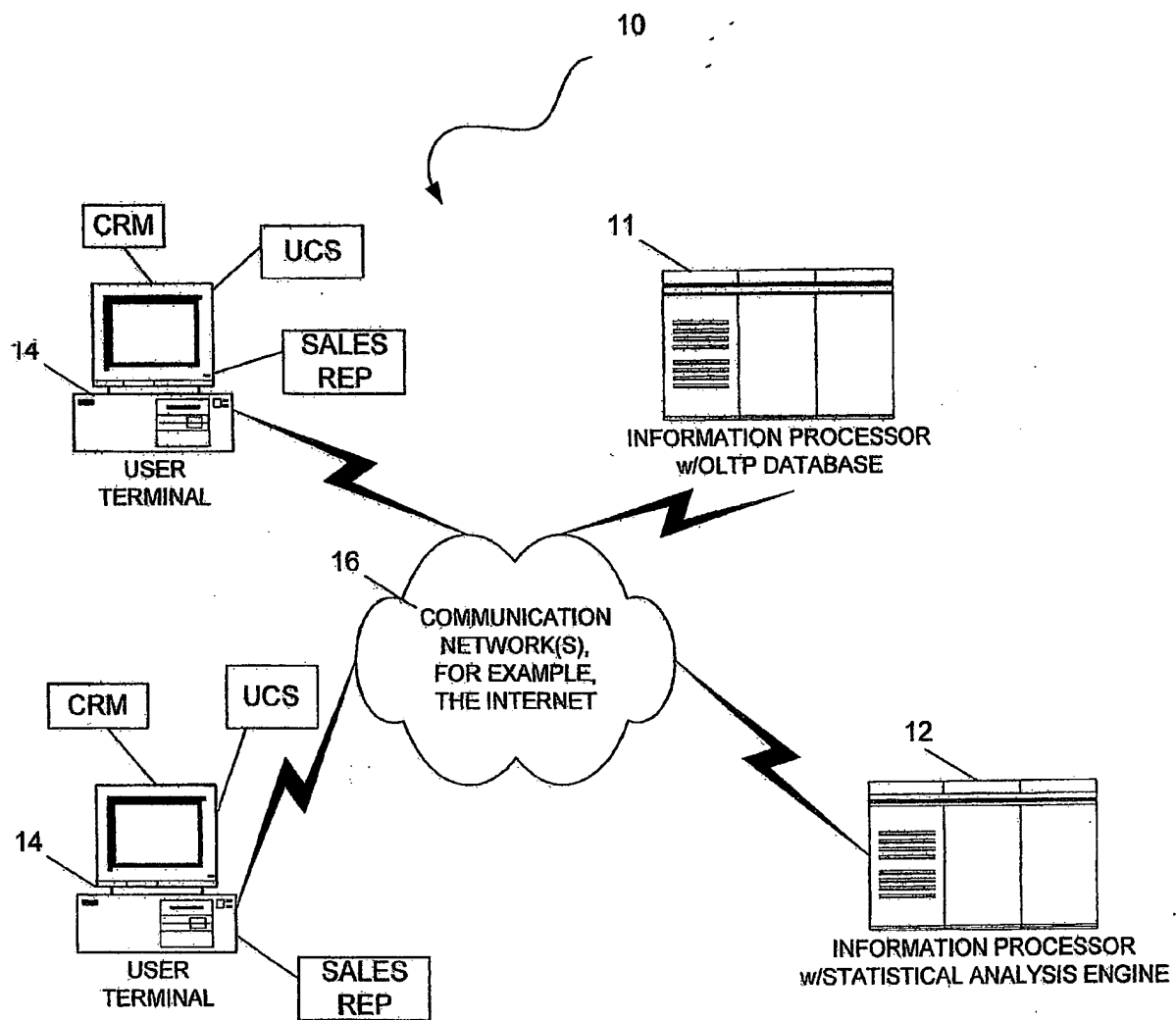


Fig. 2

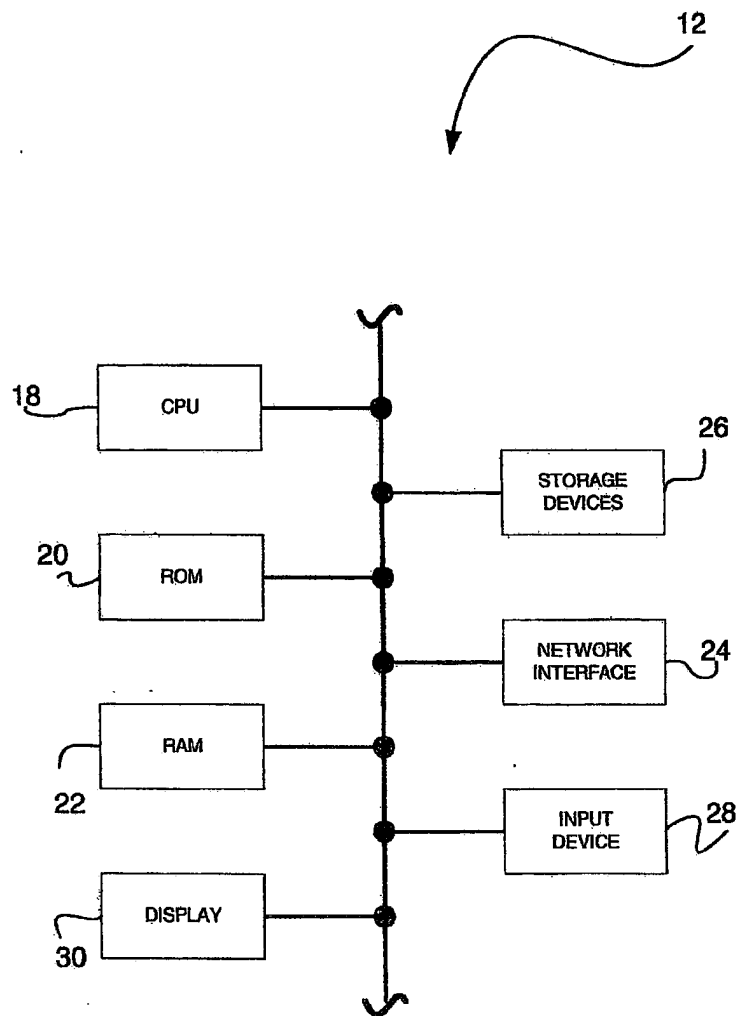


Fig. 3

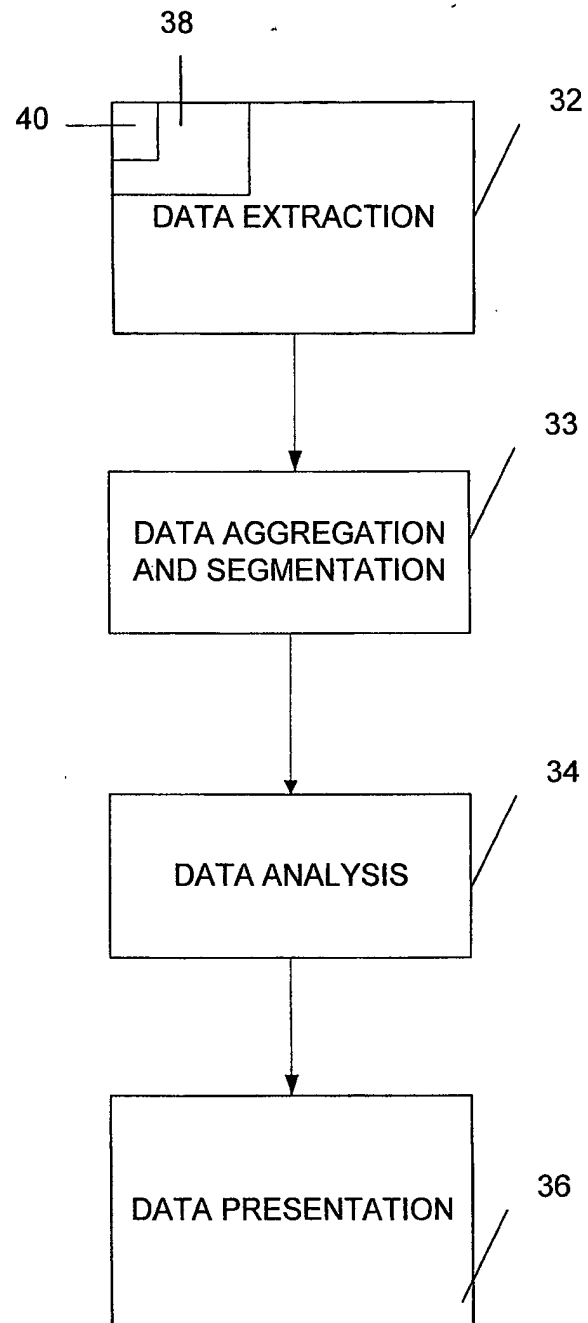


Fig 4

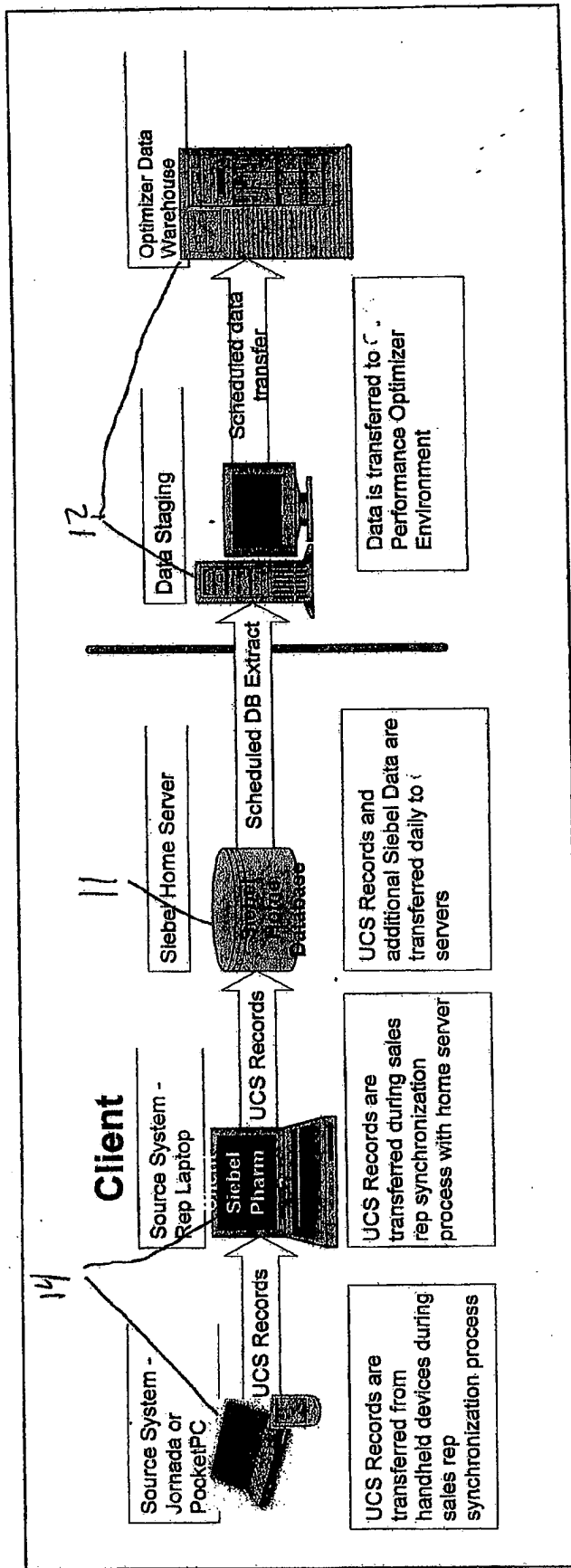


Fig. 4A

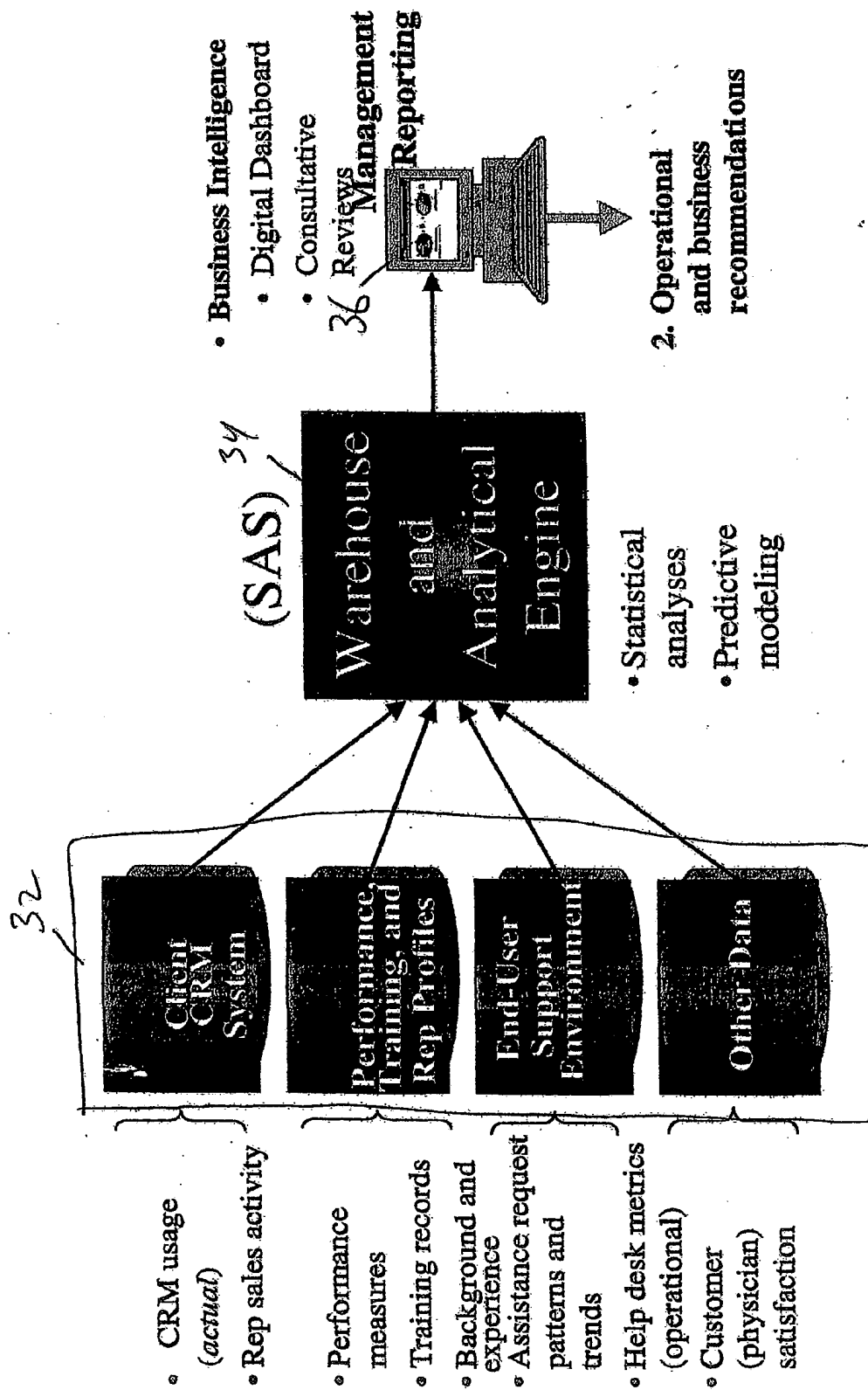


Fig. 45

Business Processes and Sub-Processes

- **Admin**
 - > Informational
 - > System
 - > Time off Territory
- **Analysis**
 - > Effort
 - > Informational
 - > Market
 - > Planning
- **Events**
 - > Execution
 - > Planning
- **Postcall**
 - > Detailing
 - > Informational
- **Precall**
 - > Informational
 - > Planning
 - > Scheduling
- **Other (included)**
- **Manager (not included)**

Fig 5A



Dependent Variable: Attainment of Quota

- **CRM System Diagnostics:** Sessions, Syncs, Queries, Timeouts
- **Time Elements:** Precall-Scheduling, Precall-Planning, Precall-Informational, Postcall-Detailing, Postcall-Informational, Event-Planning, Event-Execution, Analysis-Planning, Analysis-Market, Analysis-Informational, Analysis-Effort, Admin-TOT, Admin-System, Admin-Informational, Other Views
- **Hits Elements:** Precall-Scheduling, Precall-Planning, Precall-Informational, Postcall-Informational, Postcall-Detailing, Event-Planning, Event-Execution, Analysis-Planning, Analysis-Market, Analysis-Informational, Analysis-Effort, Admin-TOT, Admin-System, Admin-Informational, Other Views
- **Effort:** Activities, Details
- **Helpdesk:** Off the Shelf, Hardware, Client Specific, Business Events, Connectivity, Email, SFA-CRM
- **Indicators:** ISS Reps, Trainer Reps
- **Demographic:** Years in Territory, Years with Berlex, Quota End of Year '02



Fig. 5B

Dependent Variable: Details

- **CRM System Diagnostics:** Sessions, Syncs, Queries, Timeouts
- **Time Elements:** Precall-Scheduling, Precall-Planning, Precall-Informational, Postcall-Detailing, Postcall-Informational, Event-Planning, Event-Execution, Analysis-Planning, Analysis-Market, Analysis-Informational, Analysis-Effort, Admin-TOT, Admin-System, Admin-Informational, Other Views
- **Hits Elements:** Precall-Scheduling, Precall-Planning, Precall-Informational, Postcall-Informational, Postcall-Detailing, Event-Planning, Event-Execution, Analysis-Planning, Analysis-Market, Analysis-Informational, Analysis-Effort, Admin-TOT, Admin-System, Admin-Informational, Other Views
- **Helpdesk:** Off the Shelf, Hardware, Client Specific, Business Events, Connectivity, Email, SFA-CRM
- **Indicators:** ISS Reps, Trainer Reps
- **Demographic:** Years in Territory, Years with Berlex



hg. sc

Dependent Variables: Hits and Usage

- **Effort:** Activities, Details
- **Helpdesk:** Off the Shelf, Hardware, Client Specific, Business Events, Connectivity Email, SFA-CRM
- **Indicators:** ISS Reps, Trainer Reps
- **Demographic:** Years in Territory, Years with Berlex

Fig. 5D



Usage Dashboard Conceptual/Logical Dimensional Model – Part I

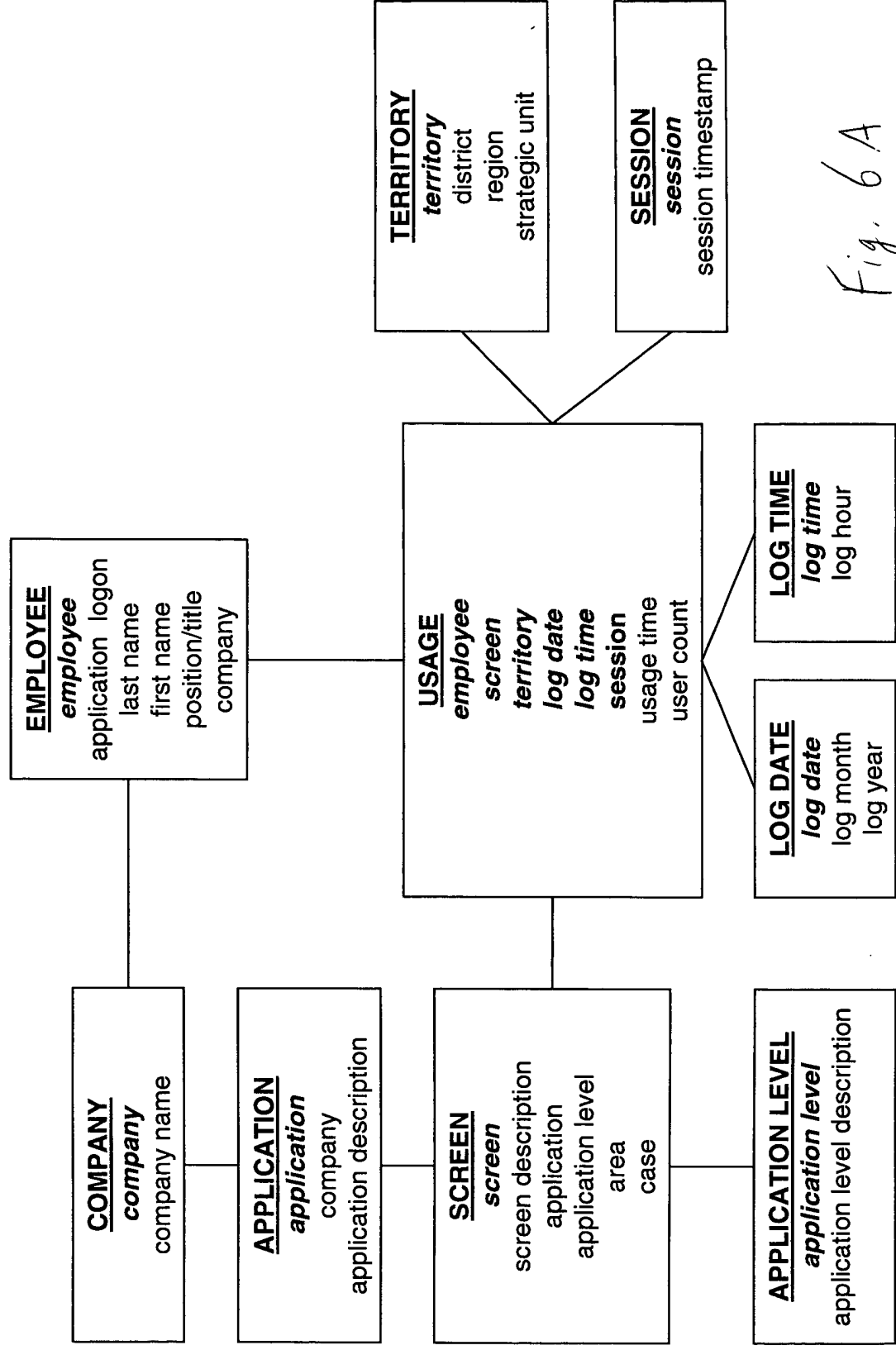


Fig. 6A

Usage Dashboard Physical Dimensional Model – Part I

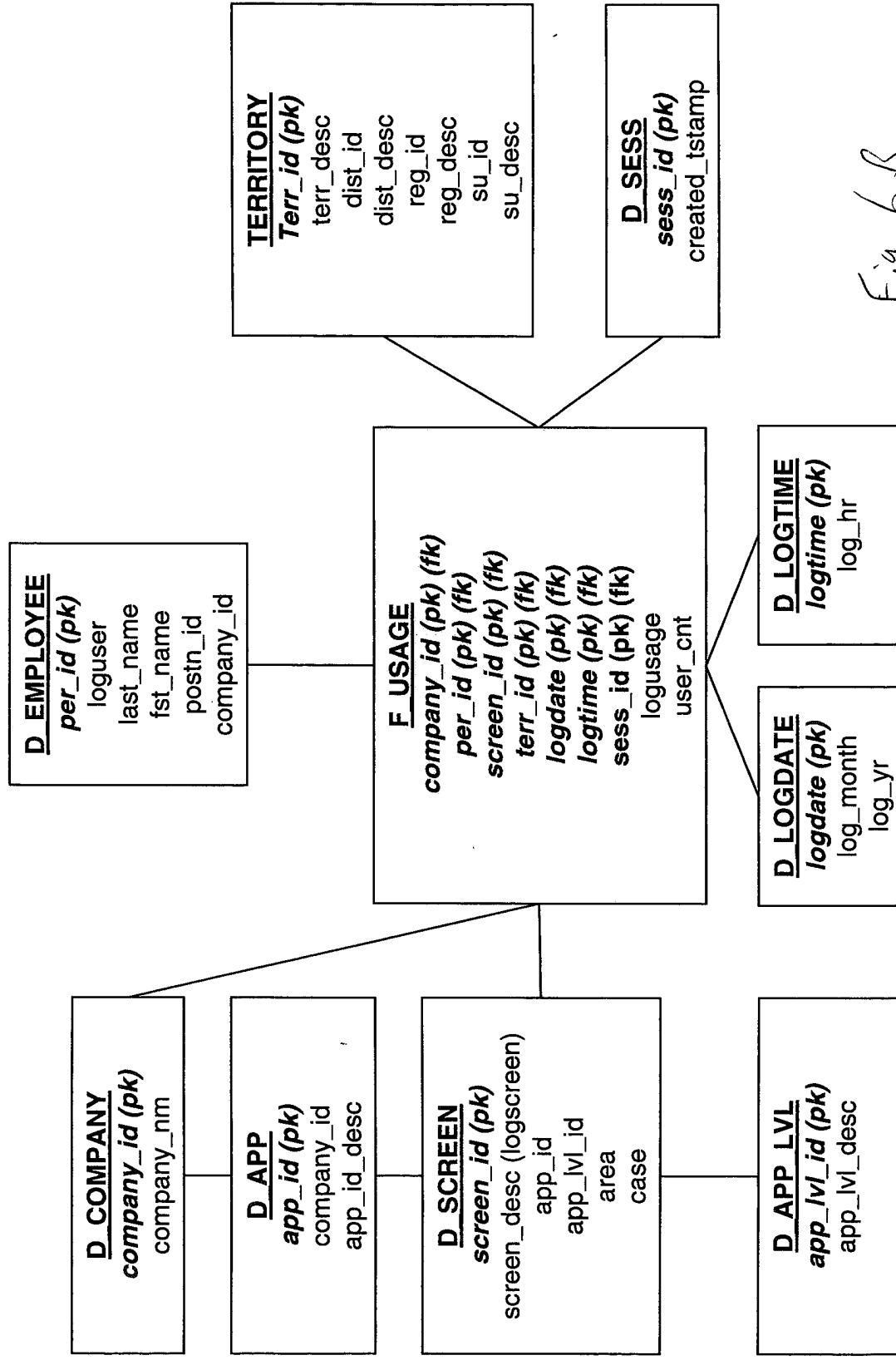
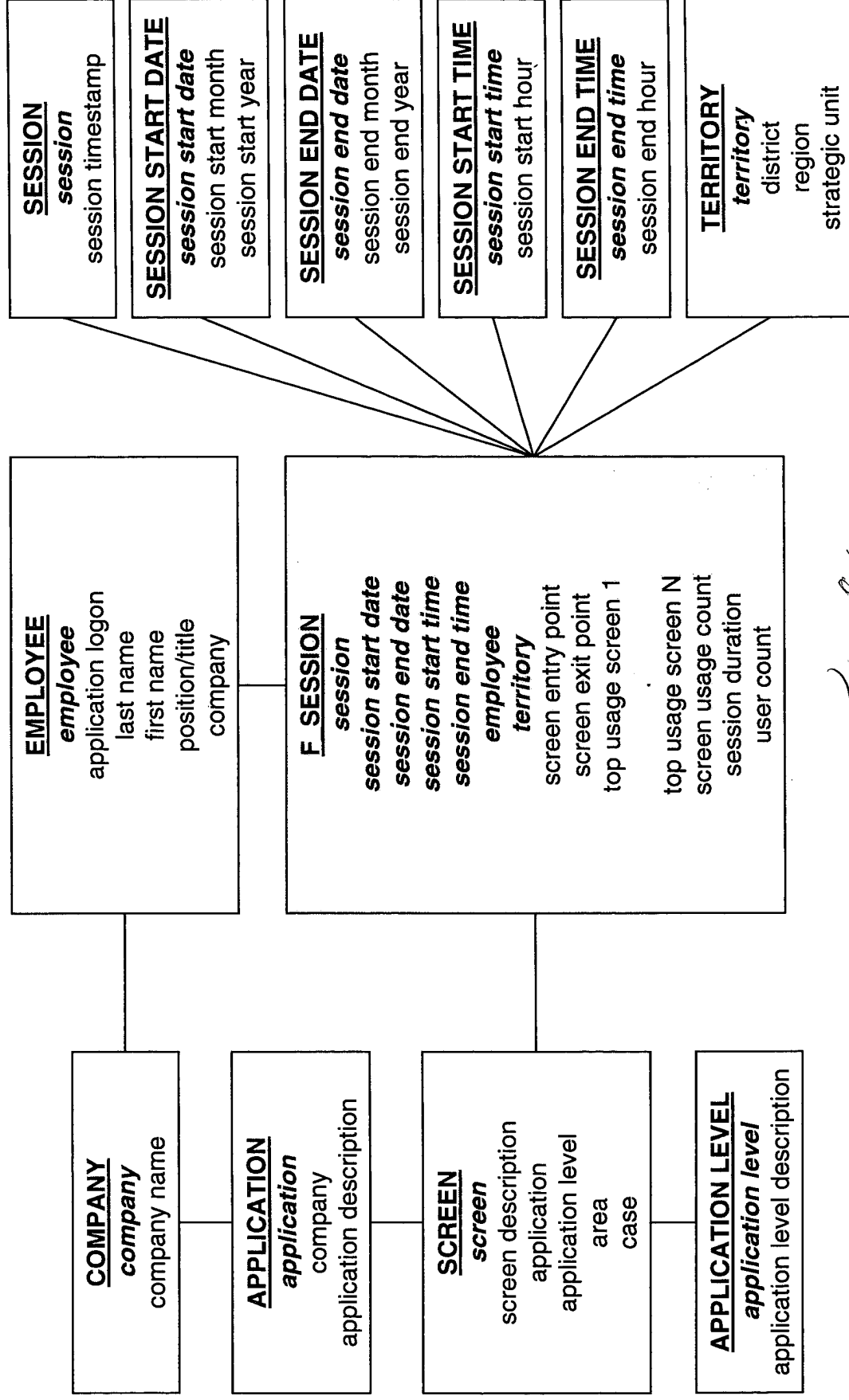


Fig. 6B

Usage Dashboard Conceptual/Logical Dimensional Model – Part II



Usage Dashboard Physical Dimensional Model – Part II

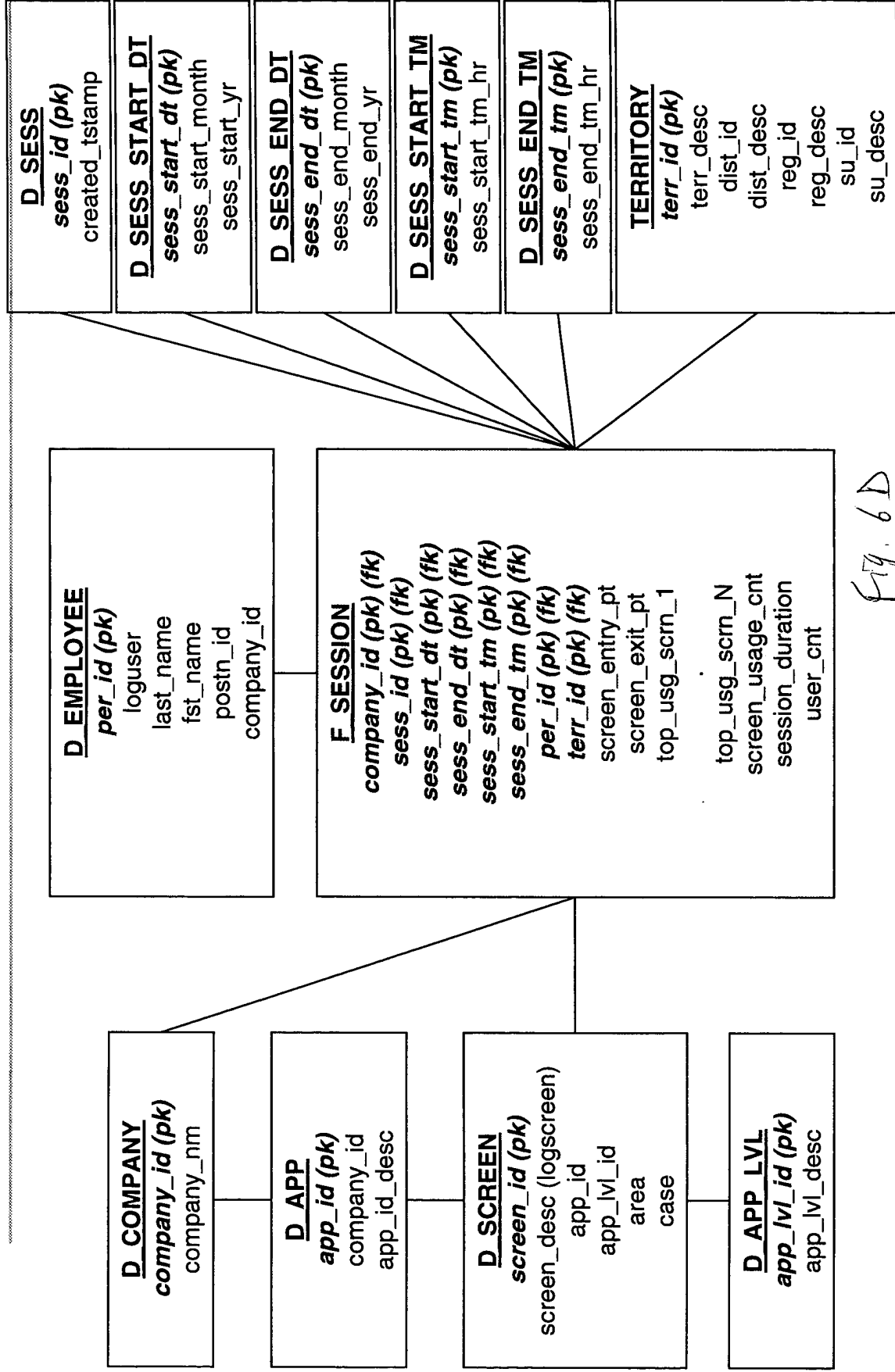


Fig. 6 D

Usage Dashboard Conceptual/Logical Dimensional Model – Part III

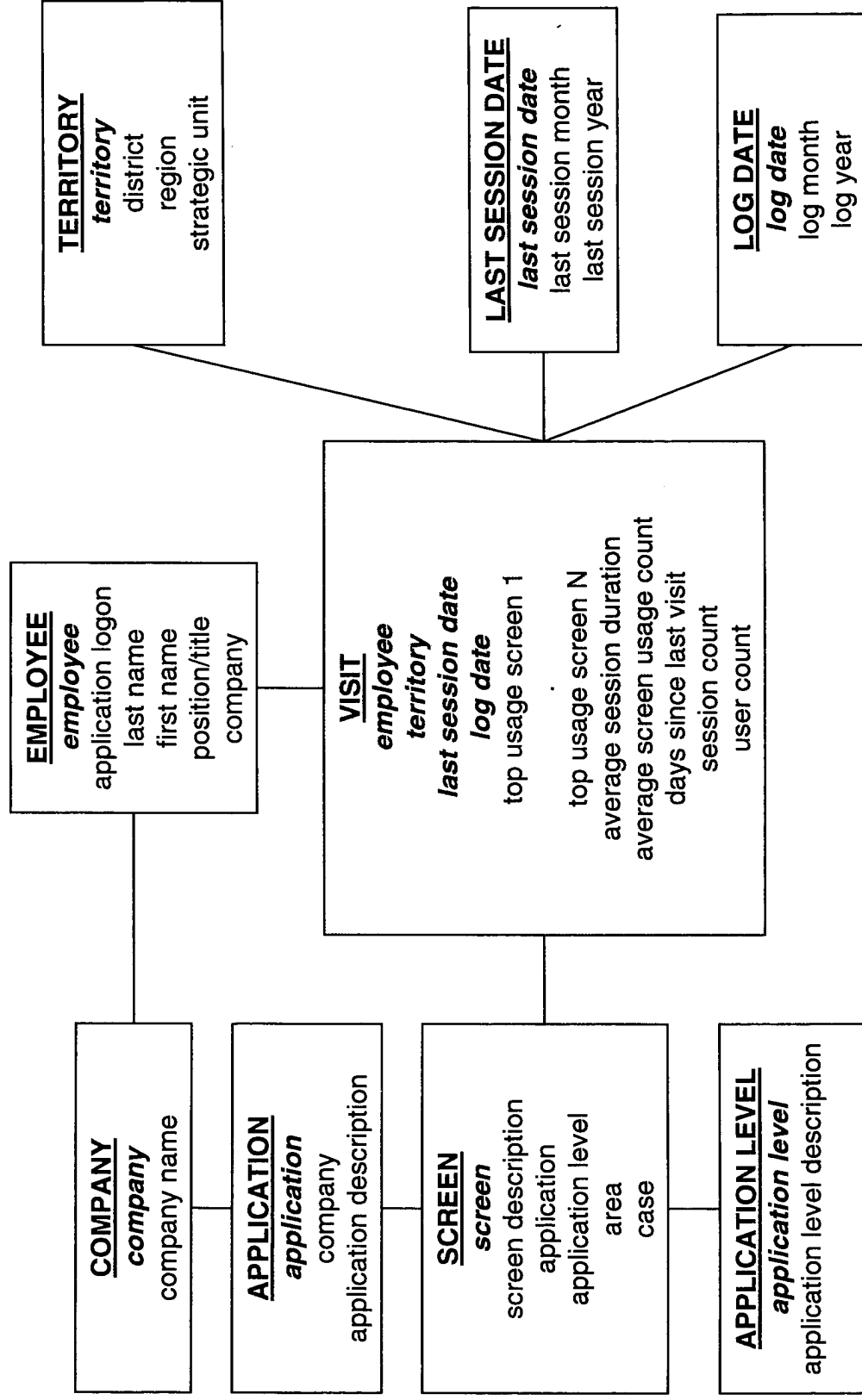


Fig 6E

Usage Dashboard Physical Dimensional Model – Part III

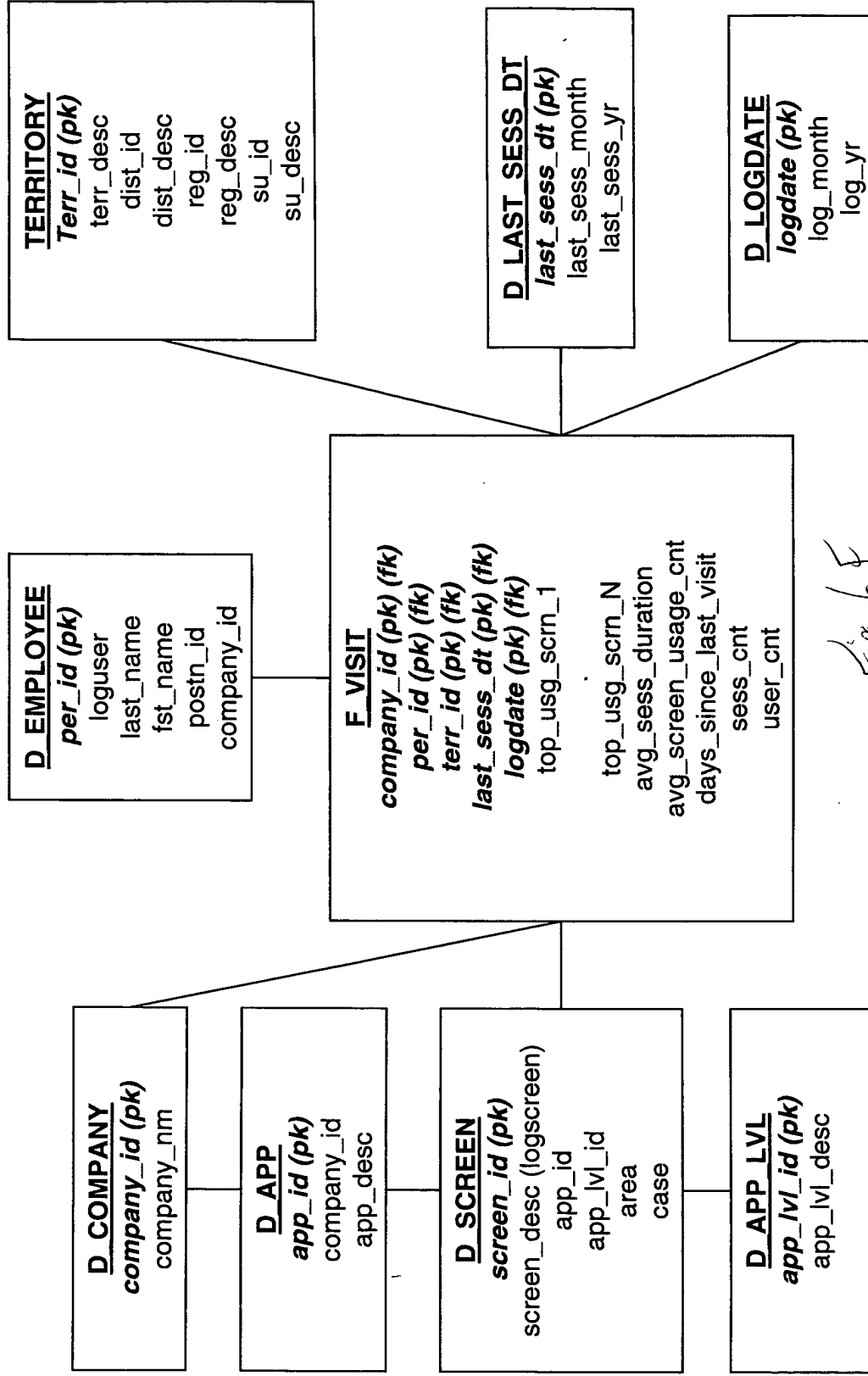
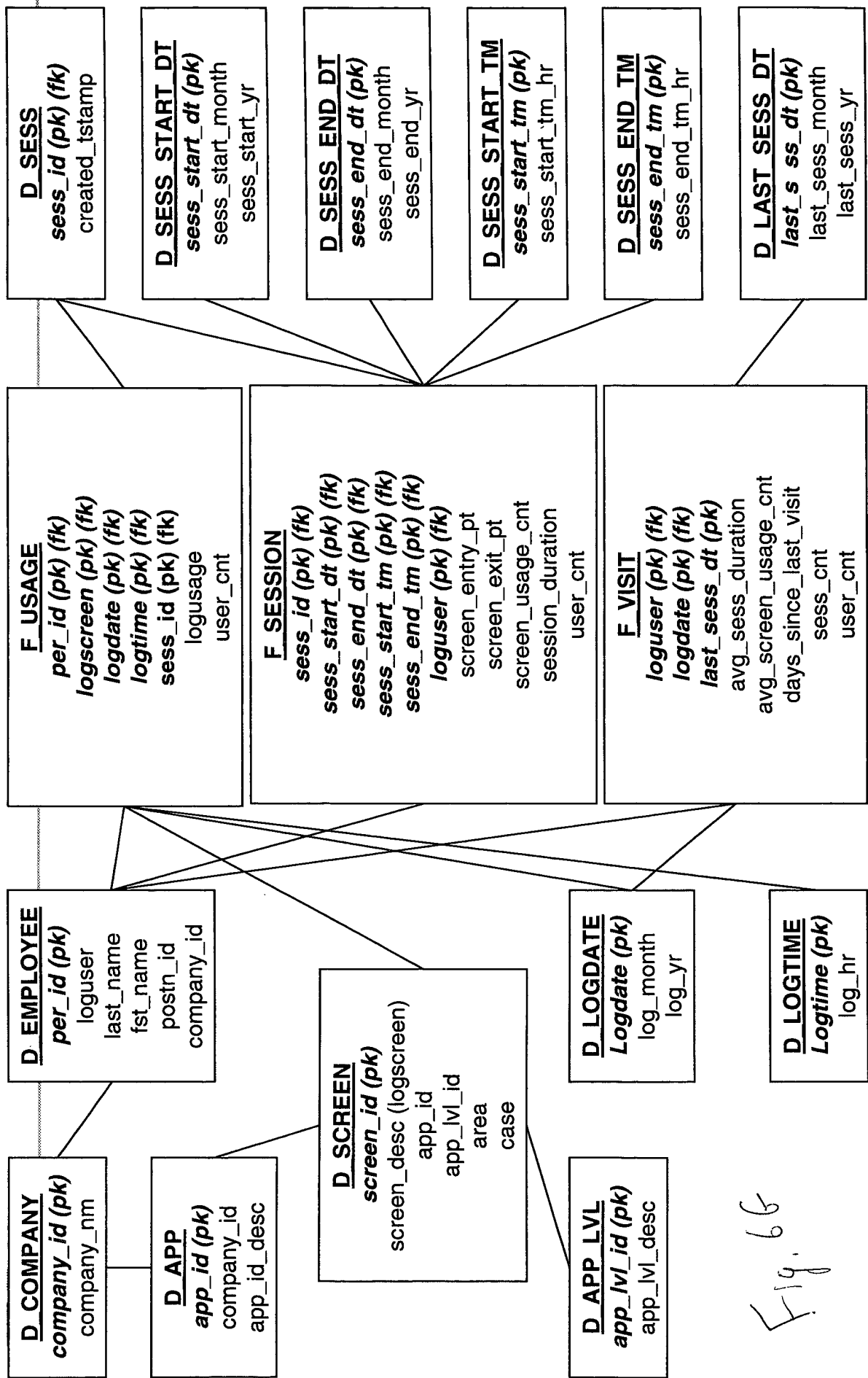


Fig 6 F.



Performance Outcomes Dashboard Conceptual/ Logical Dimensional Model

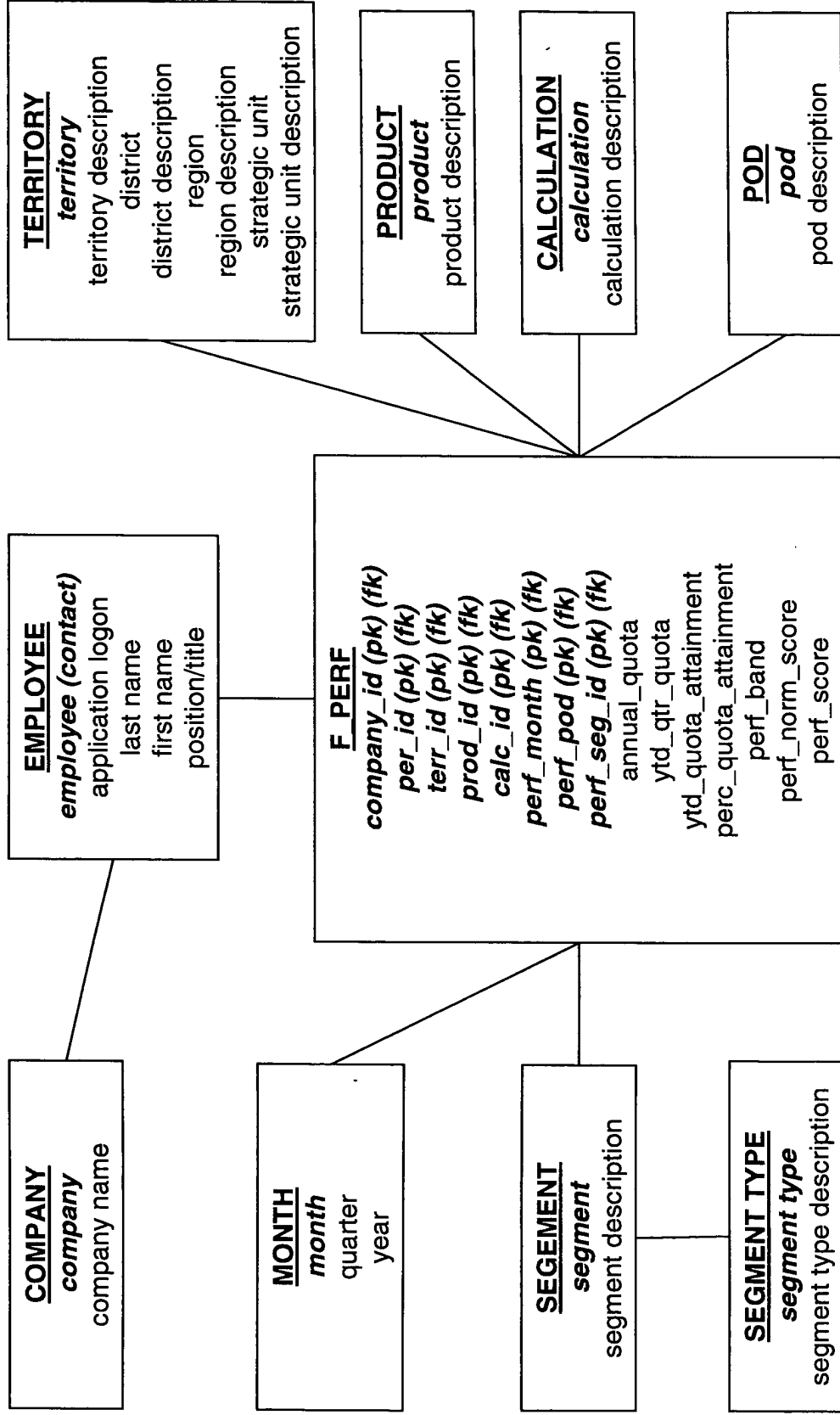


Fig 64

Performance Outcomes Dashboard Physical Dimensional Model

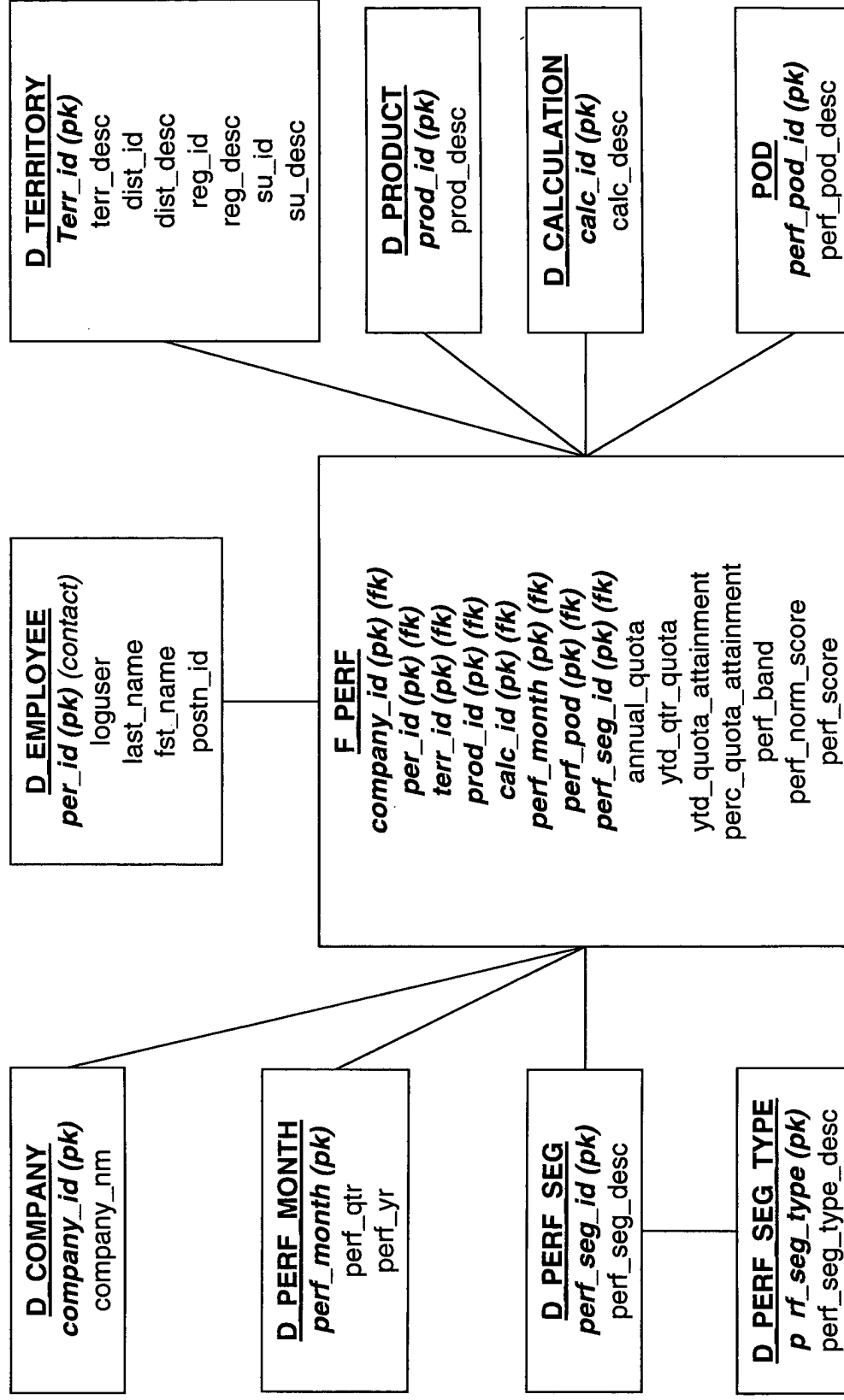
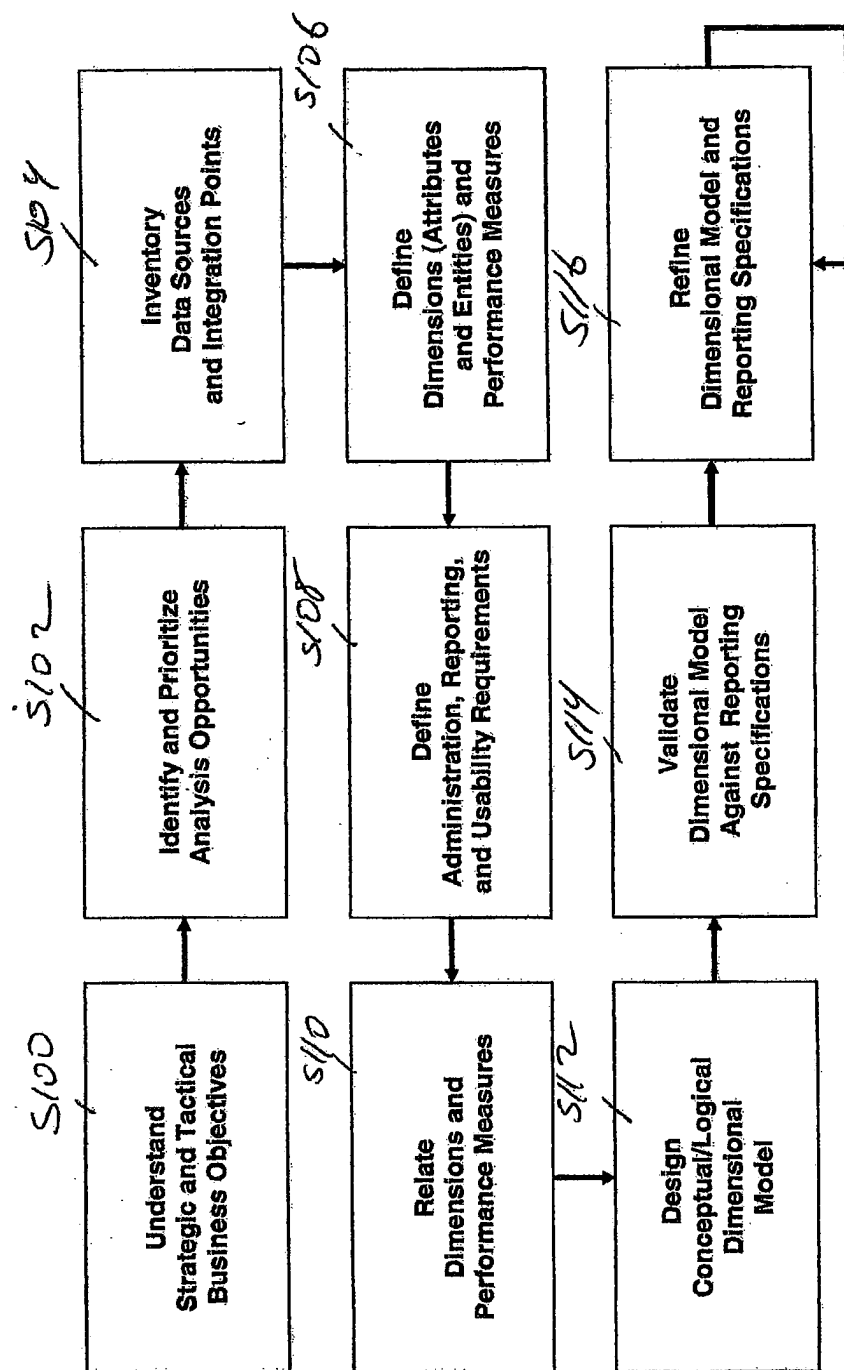


Fig. 6 I



Account (Company)	Asset	Call Detail (Contact)	Fulfillment (Delivery / Shipment)
Inventory	Invoice / Order	Order (Exclusions)	Physician (Appointment)
Pod	Product	Queue / Switch	Quota (Transaction)
Sales Representative (Client/Employee)	Screen	Segment	Support Center (Call Help Desk)
Survey	Territory	Time	Usage

Fig. 8

Statistical Modeling Physical Dimensional Model

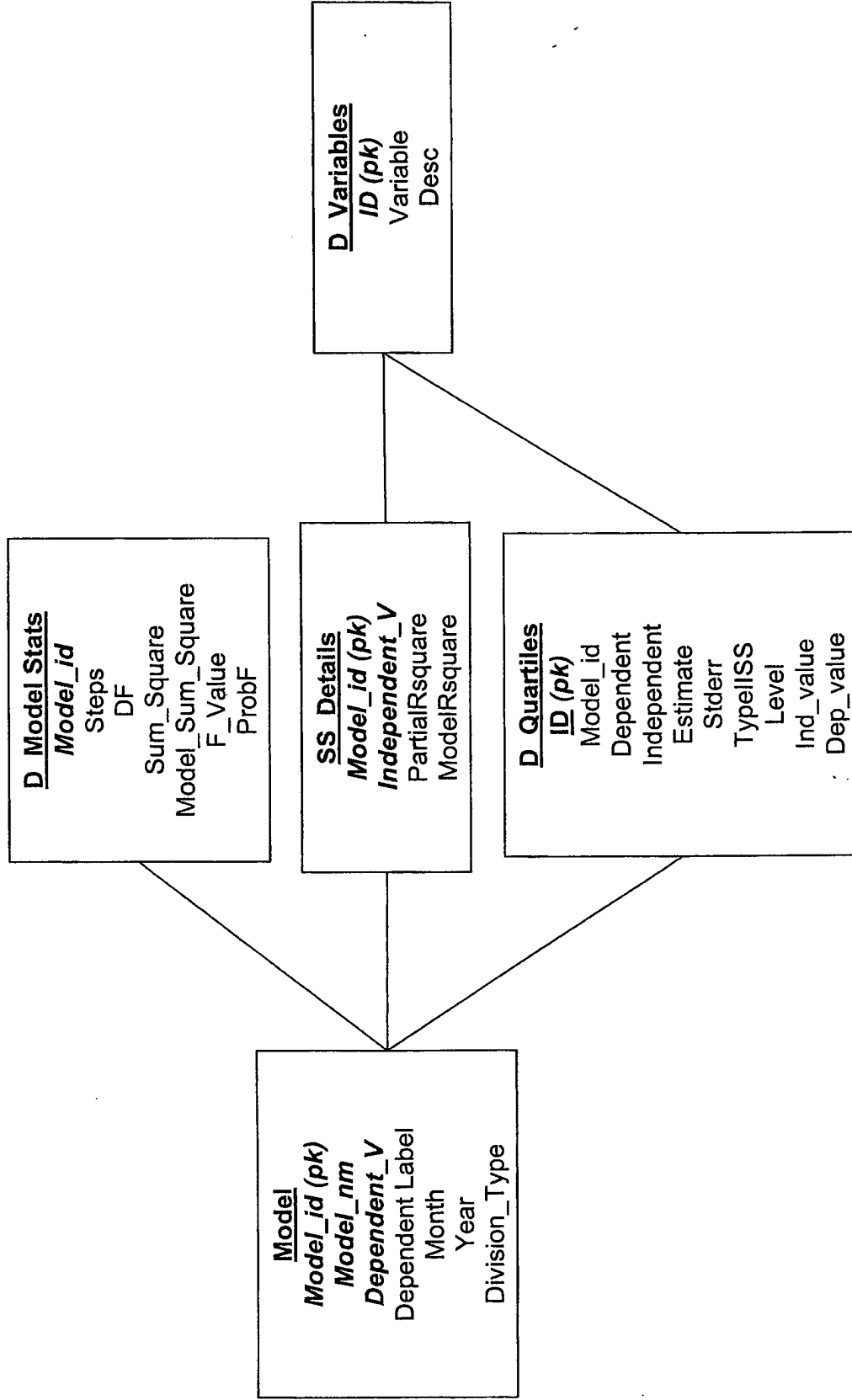
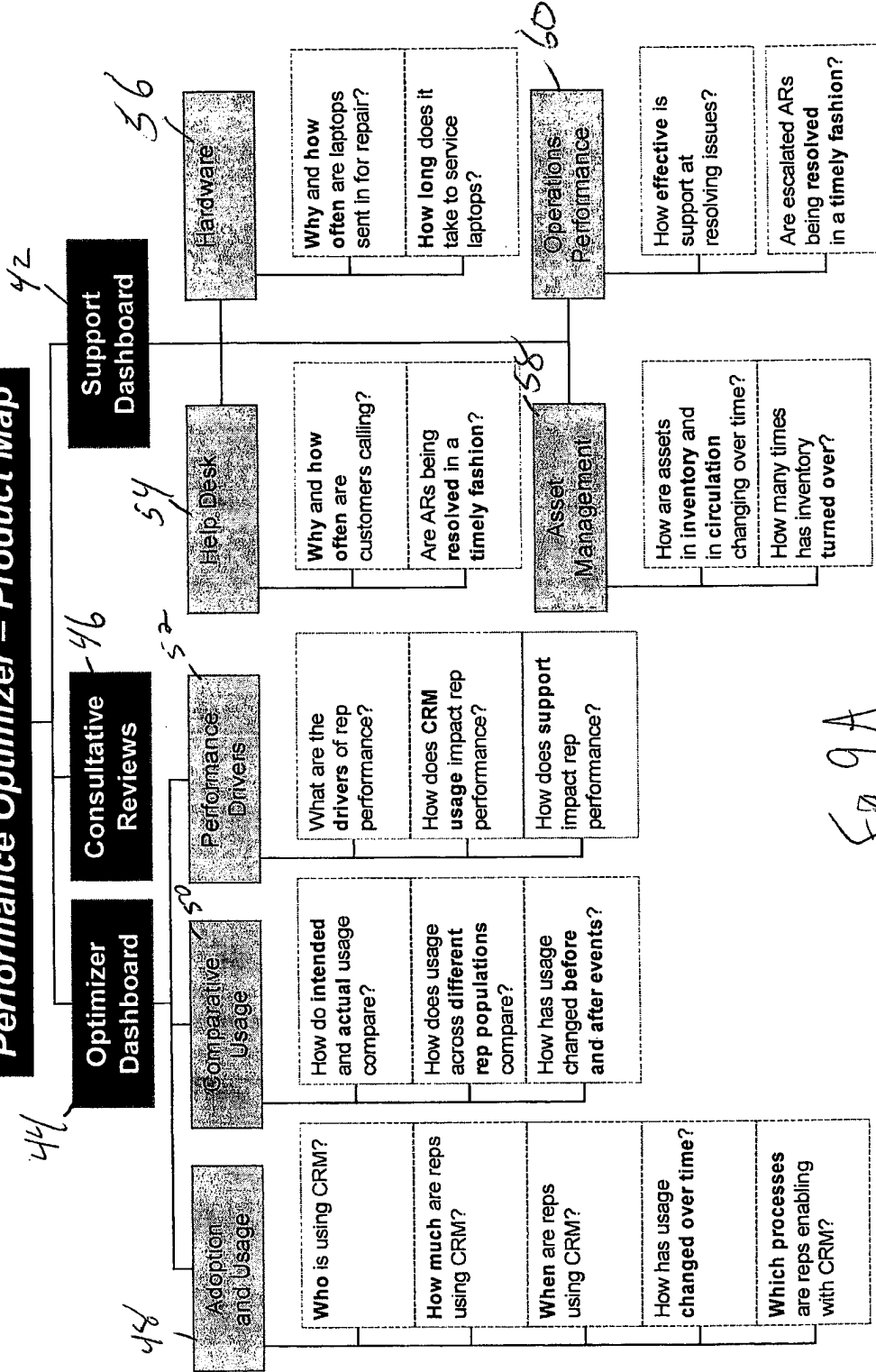


Fig 8 A

Product Framework

Performance Optimizer – Product Map



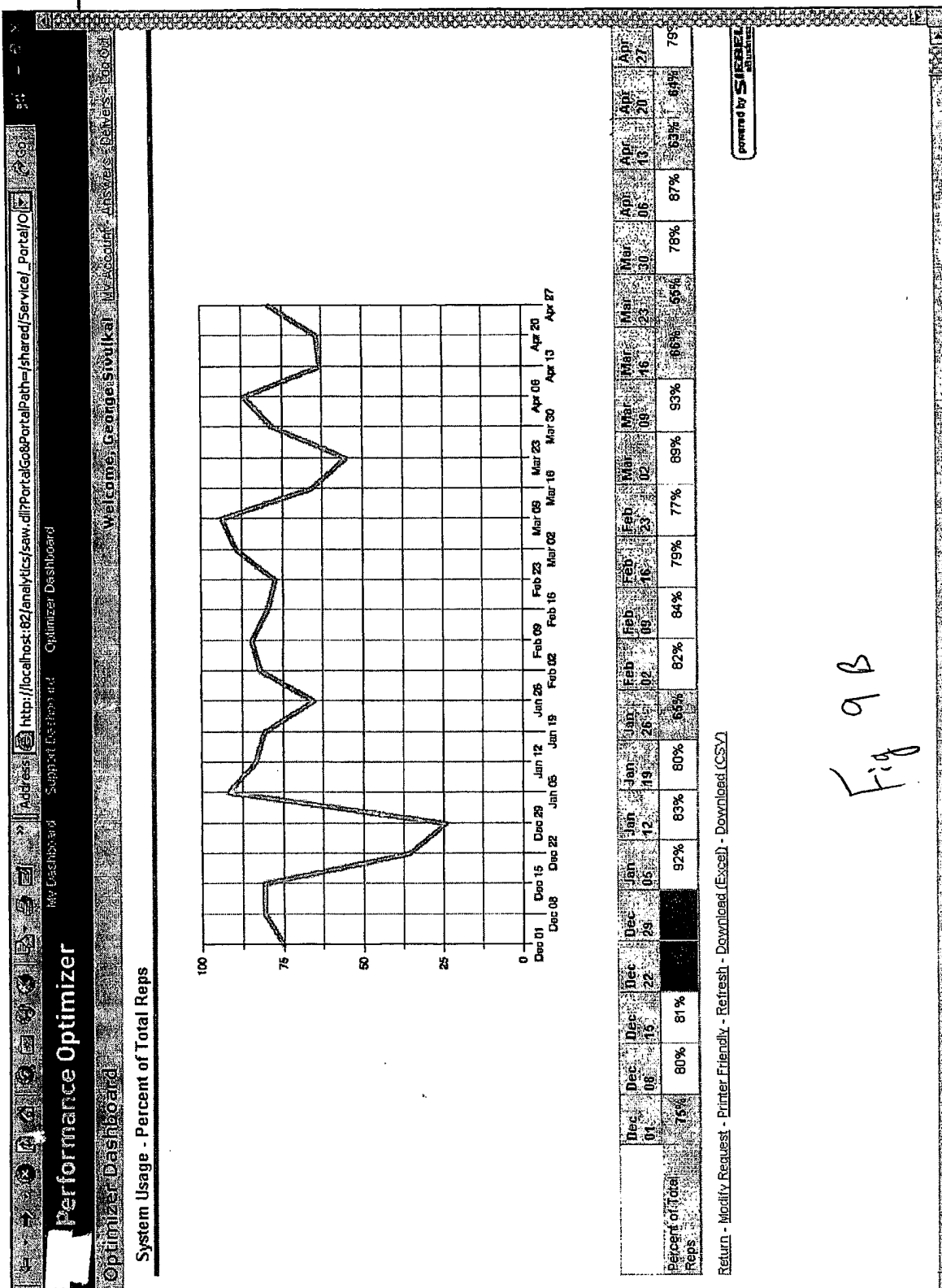
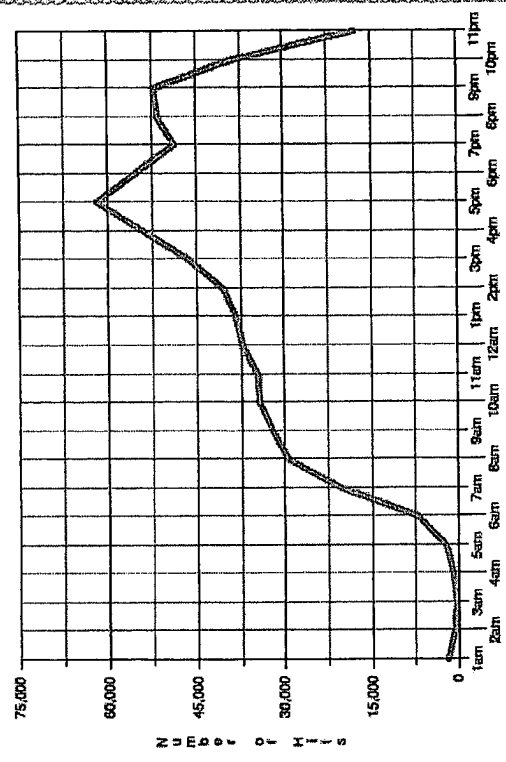
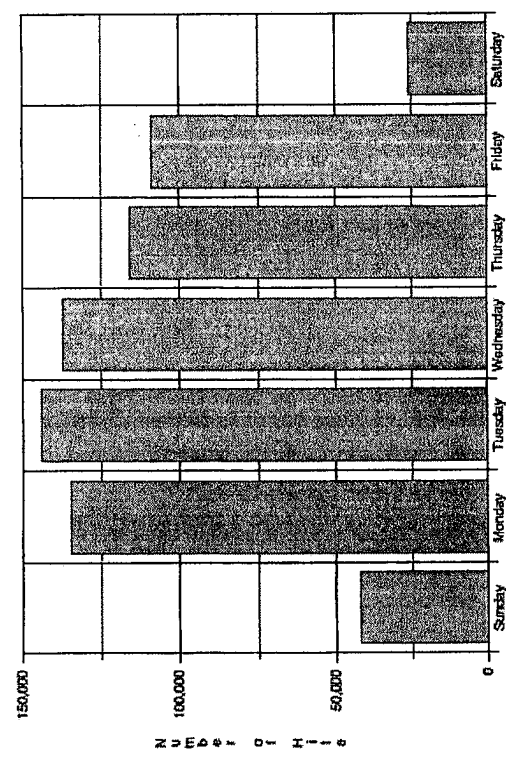
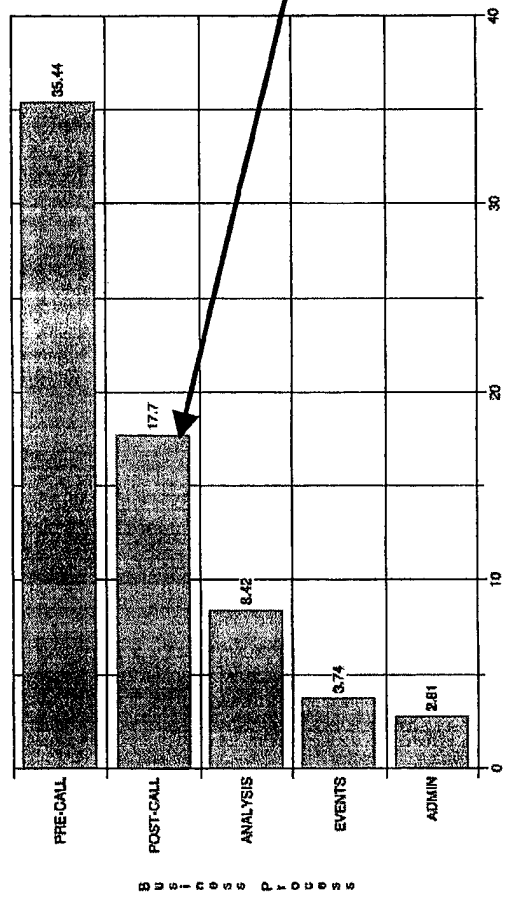


Fig 9B



Number of Hits						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
42,030	134,817	144,148	137,445	115,623	108,718	26,074

System Usage by Business Process



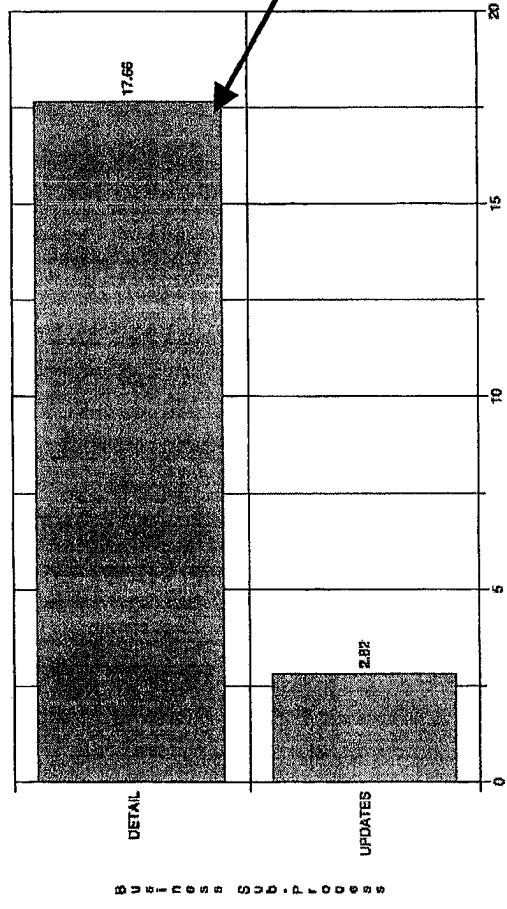
Drilling into POST-CALL...

Average number of Hits per Active Rep Per Week

PRE-CALL	POST-CALL	ANALYSIS	EVENTS	ADMIN
35.44	17.70	8.42	3.74	2.81

Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

9D



Drilling into DETAIL...

Average number of Hits per Active Rep Per Week	
POST CALL	
DETAIL	17.66
UPDATES	2.82

Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

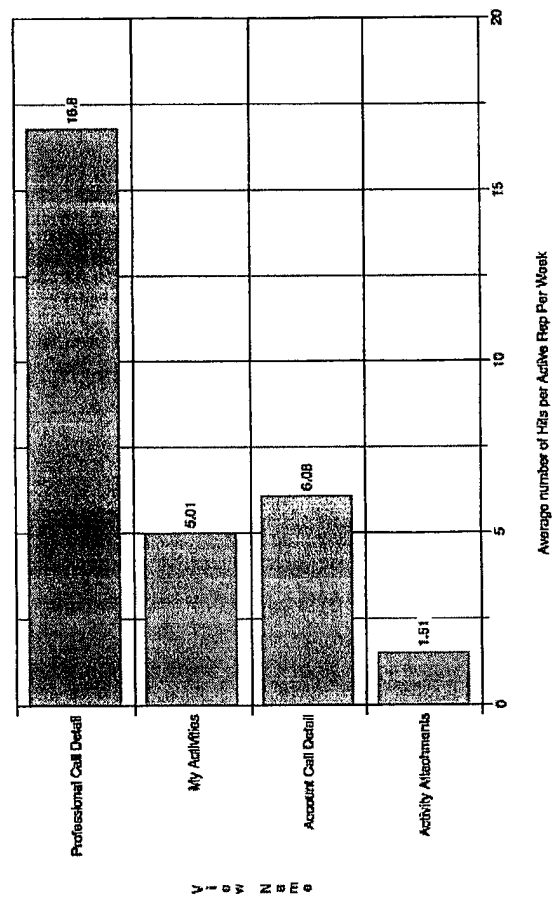
92

Performance Optimizer

Optimizer Dashboard

Welcome, George Sivulka | My Account | Answers | Delivers | Log Out

System Usage by Business Process

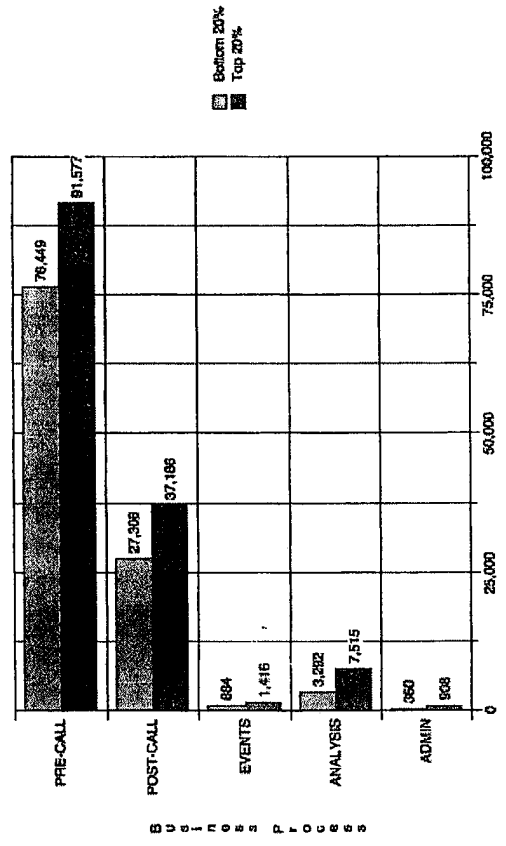


Average number of Hits per Active Rep Per Week			
POST CALL			
DETAIL			
Professional Call Detail	My Activities	Account Call Detail	Activity Attachments
16.80	5.01	6.08	1.51

Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

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9F



QUINTILE	Number of Hits				
	PRE-CALL	POST-CALL	EVENTS	ANALYSIS	ADMIN
Bottom 20%	76,449	27,306	884	3,292	360
Top 20%	91,577	37,186	1,416	7,515	908

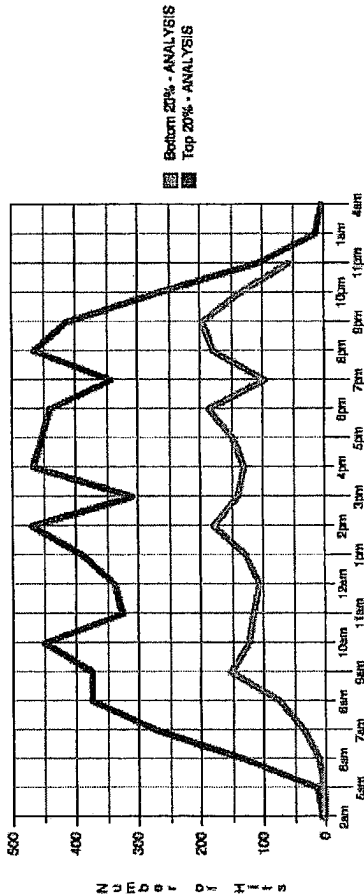
Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

96

Performance Optimizer

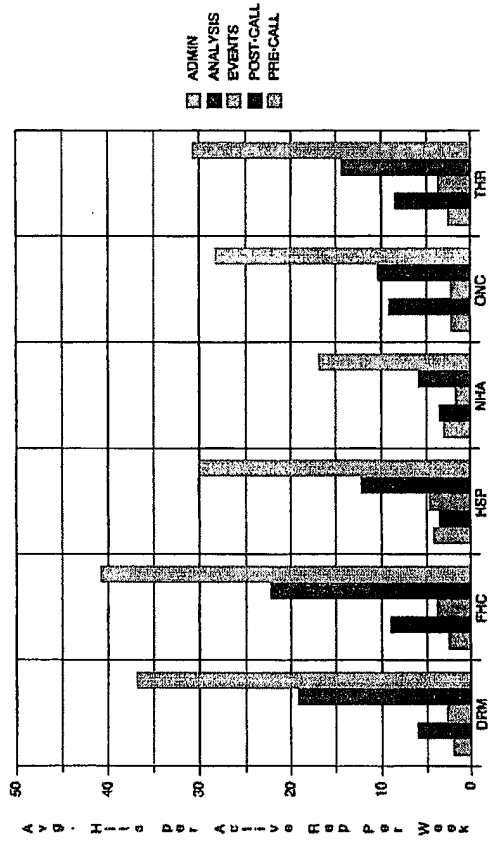
Optimizer Dashboard

System Usage by Business Process - Analysis (Time of Day)



Contact	View	Usage	Usage Log Time
QUINTILE	Business Process	Number of Hits	Hour: Hour in AM/PM
Bottom 20%	ANALYSIS	100	2:00-2am
Bottom 20%	ANALYSIS	200	5:00-5am
Bottom 20%	ANALYSIS	1000	5:00-5am
Bottom 20%	ANALYSIS	33.00	7:00-7am
Bottom 20%	ANALYSIS	78.00	8:00-8am
Bottom 20%	ANALYSIS	151.00	9:00-9am
Bottom 20%	ANALYSIS	123.00	10:00-10am
Bottom 20%	ANALYSIS	115.00	11:00-11am
Bottom 20%	ANALYSIS	105.00	12:00-12am
Bottom 20%	ANALYSIS	127.00	13:00-1pm
Bottom 20%	ANALYSIS	79.00	14:00-2pm
Bottom 20%	ANALYSIS	138.00	15:00-3pm
Bottom 20%	ANALYSIS	129.00	16:00-4pm
Bottom 20%	ANALYSIS	147.00	17:00-5pm
Bottom 20%	ANALYSIS	186.00	18:00-6pm
Bottom 20%	ANALYSIS	95.00	19:00-7pm

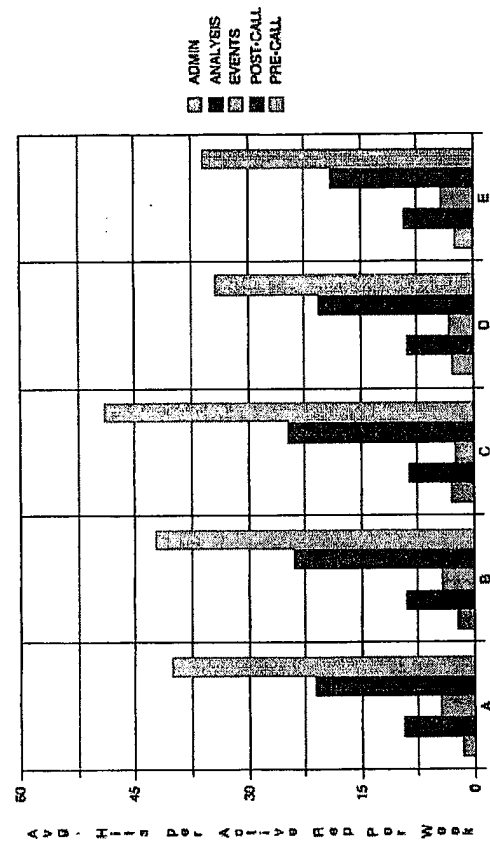
Business Process	DRM	FHC	HSP	NHA	QNC	THR
ADMIN	1.97	5.1	4.08	2.92	2.12	2.48
ANALYSIS	5.98	1.98	3.48	3.55	9.10	8.46
EVENTS	2.71	8.88	4.63	1.73	2.18	3.58
POST-CALL	19.11	2.13	12.09	5.74	10.23	14.27
PRE-CALL	36.83	0.81	30.13	16.69	28.29	30.73



Drilling into DIVISION...

91

System Usage by Business Process by Division

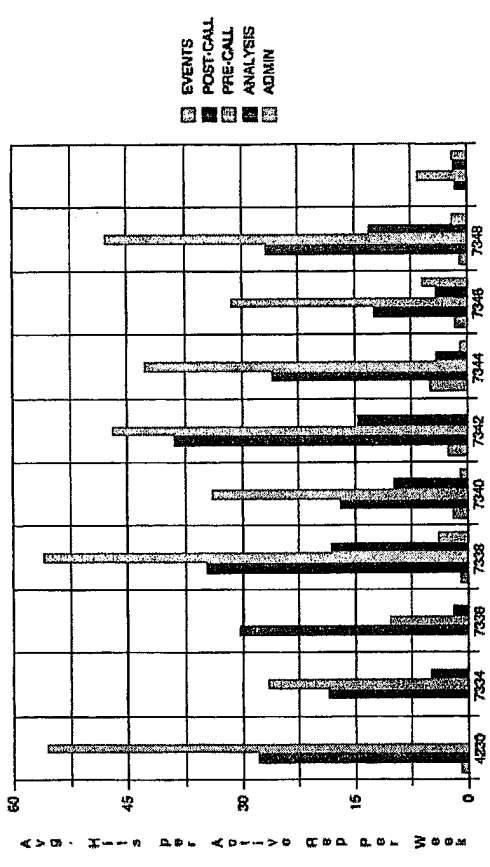


Business Process	Avg. Hits per Active Rep Per Week				
	A	B	C	D	E
ADMIN	1.94	2.13	2.91	2.87	2.42
ANALYSIS	9.29	9.06	8.63	8.84	9.16
EVENTS	4.33	4.13	2.43	3.24	4.17
POST-CALL	21.11	24.01	24.76	20.56	18.93
PRE-CALL	40.08	42.32	49.01	34.26	35.88

Drilling into REGION...

95

System Usage by Business Process by Division

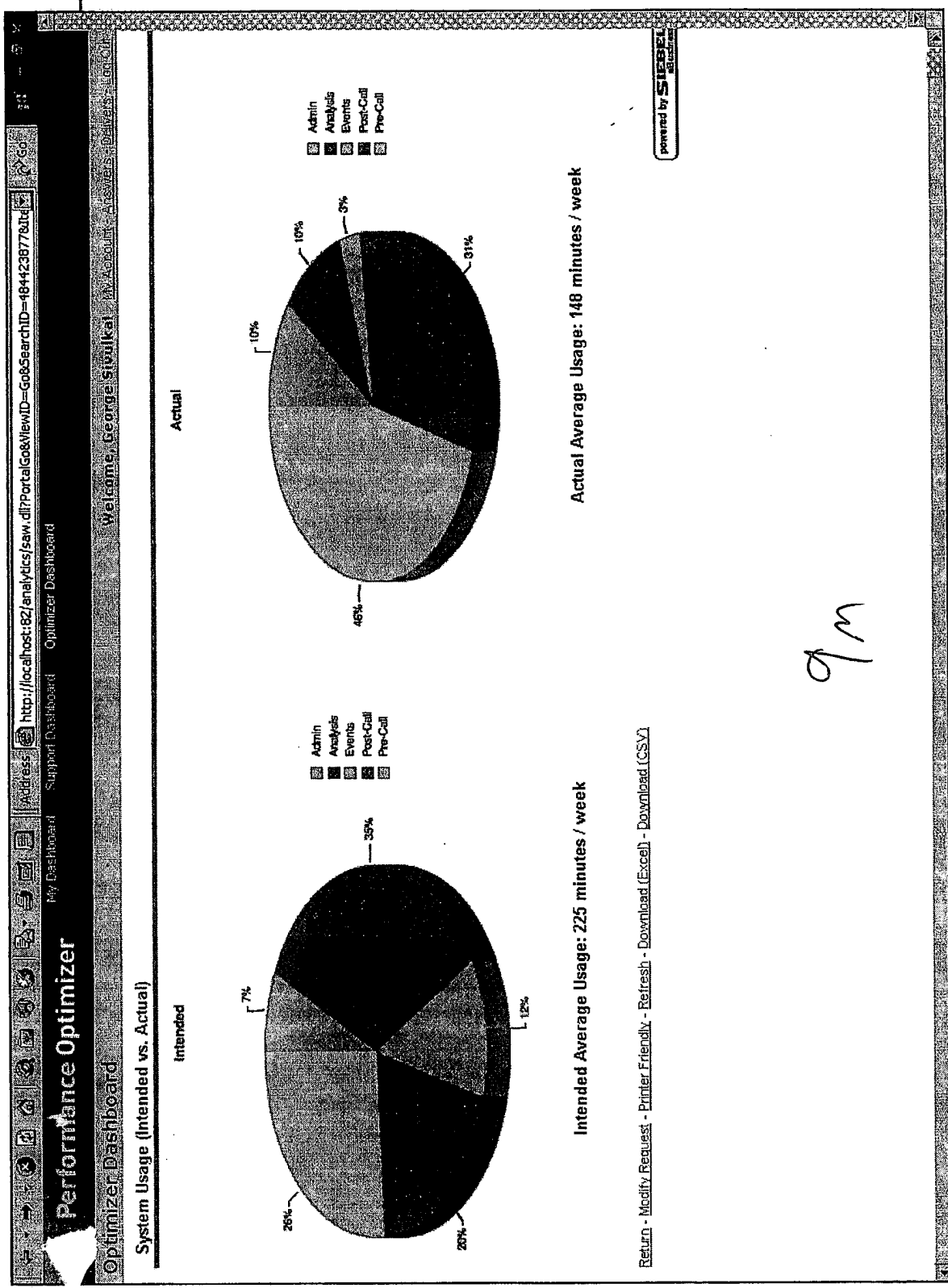


Return - Modify Request - Printer Friendly - Refresh - Download (Excel) - Download (CSV)

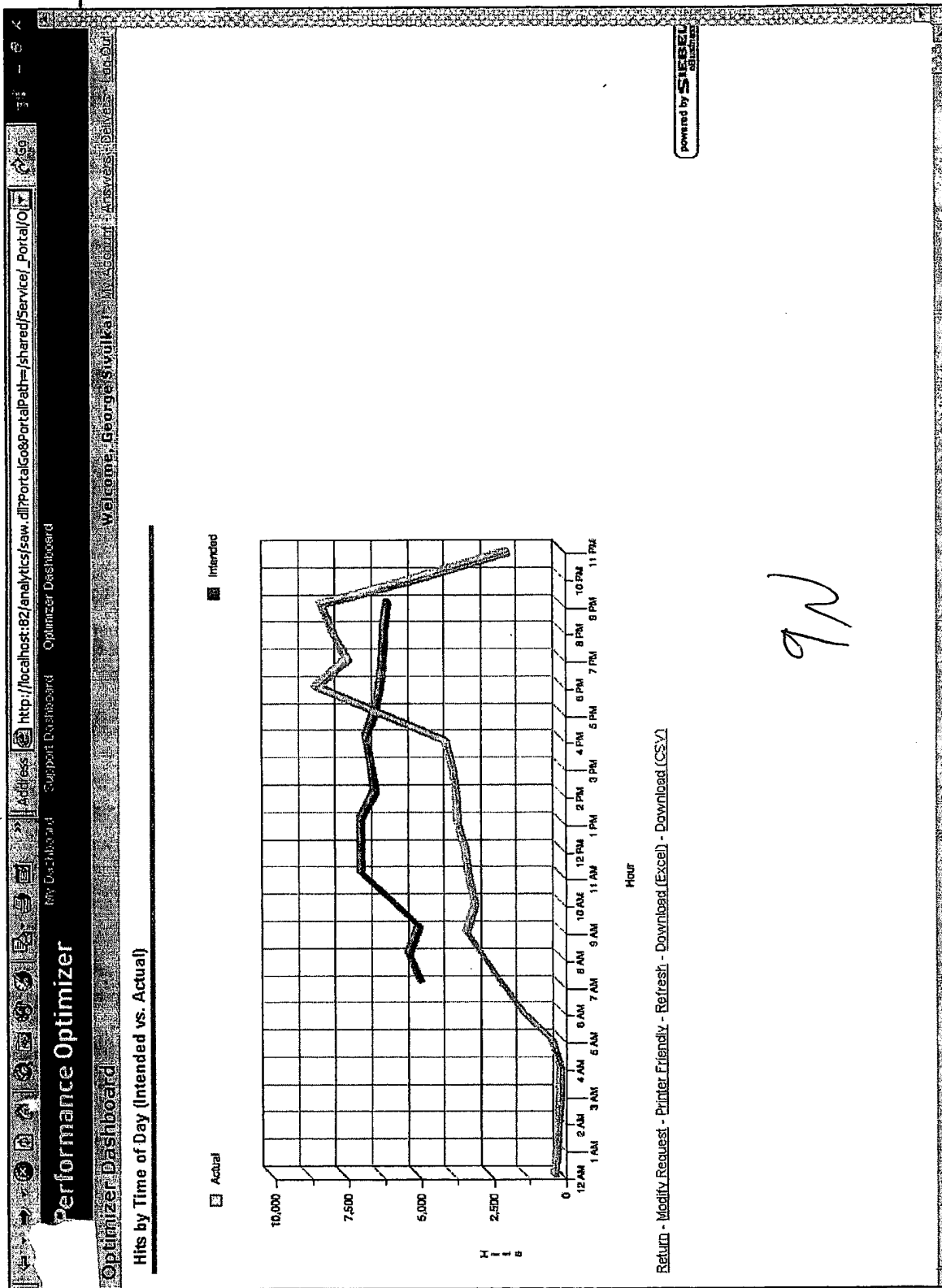
Avg. Hits per Active Rep Per Week									
FHC									
C									
G04									
Business Process	4230	7338	7336	7338	7340	7342	7344	7346	7348
EVENTS	1.00			1.00	2.00	2.50	5.00	1.50	1.00
POST-CALL	27.82	18.57	30.29	34.65	17.00	38.91	25.91	12.36	26.70
PRE-CALL	55.62	26.50	10.33	56.09	33.86	46.85	42.67	31.21	47.83
ANALYSIS		5.00	2.00	18.13	9.83	14.63	4.18	4.25	13.00
ADMIN				4.00	1.00		1.00	6.00	2.00

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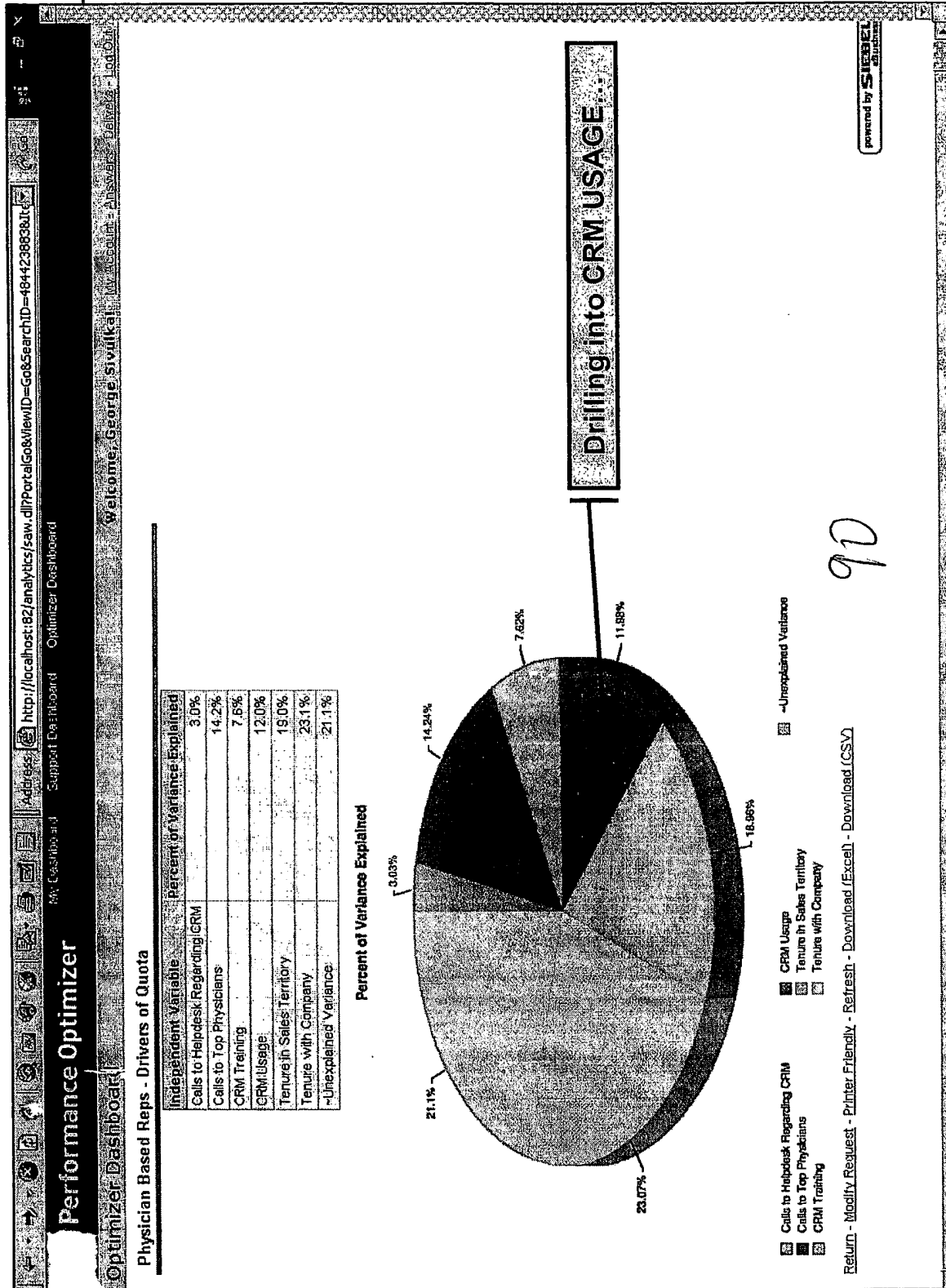
76



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9W

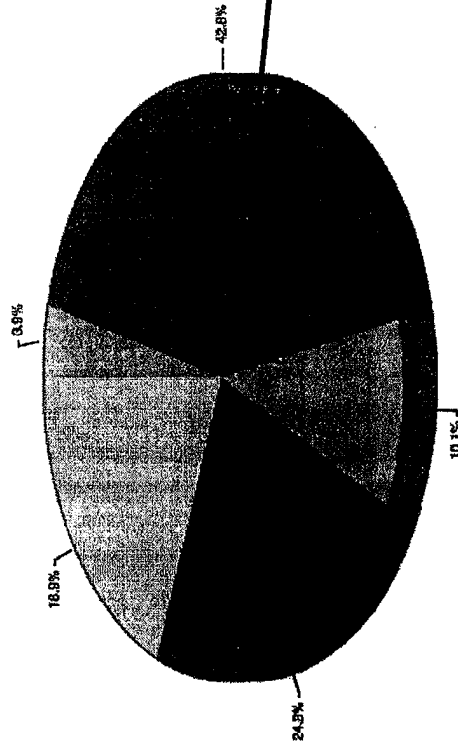


Optimizer Dashboard

Drivers of Quota - CRM Processes

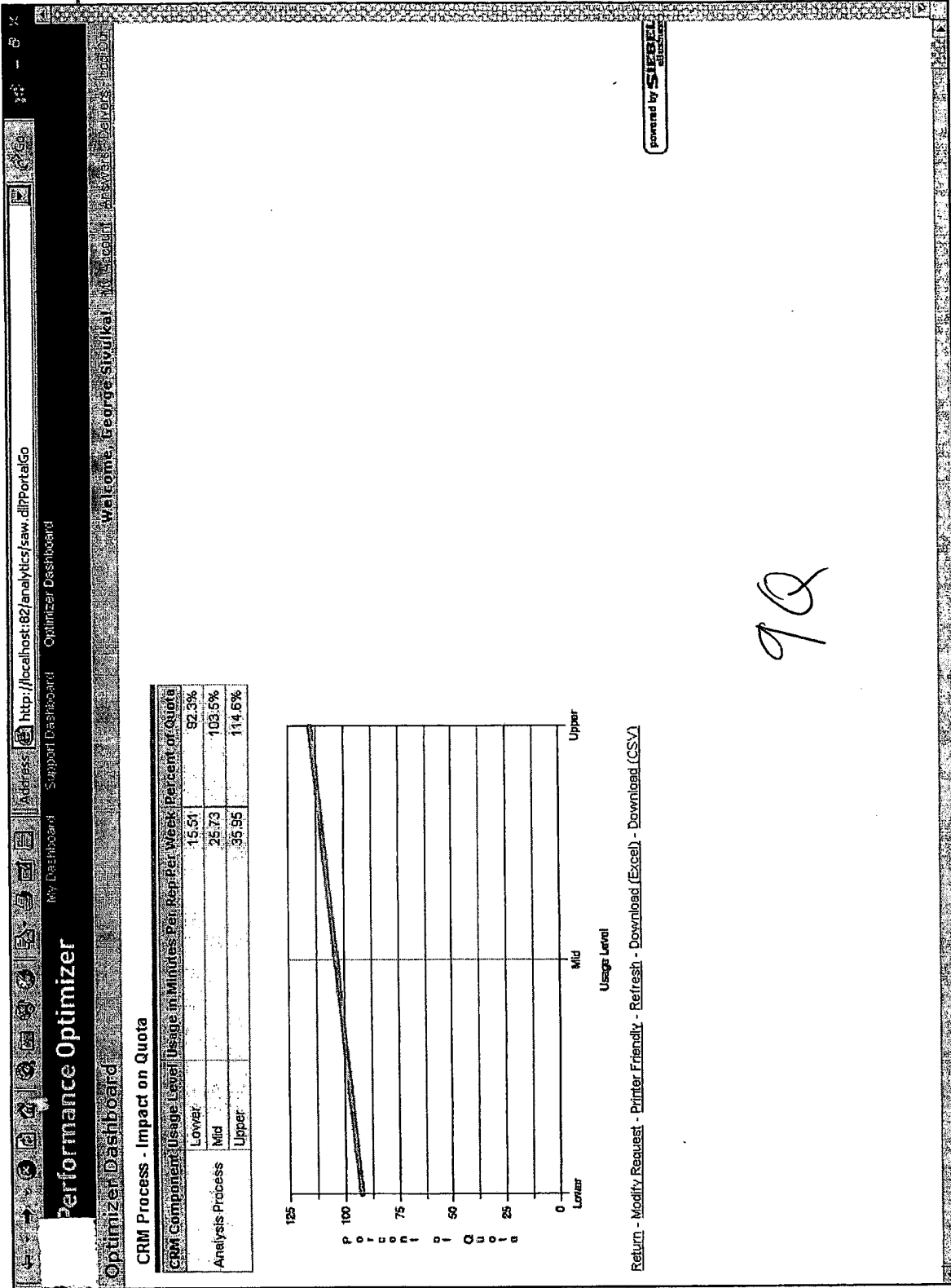
CRM Component	Percent of Variance Explained
Administrative Process	0.5%
Analysis Process	5.1%
Events Process	1.2%
Post-Call Process	2.9%
Pre-Call Process	2.3%
Grand Total	12.0%

Percent of Variance Explained



Drilling into the ANALYSIS PROCESS...

9P



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